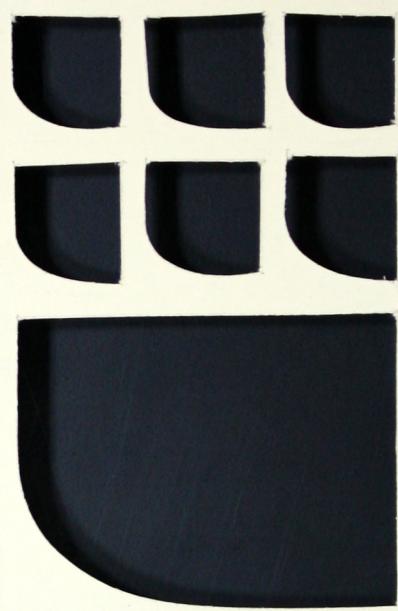


139-3.



The
**SECRET OF
HOME COMFORT**



NOV 18 '25

IDEAL VECTO HEATER

For Better Warmth With Greater Economy



FOR HOMES AND OTHER BUILDINGS
UP TO 8,000 CUBIC FEET CAPACITY



AMERICAN RADIATOR COMPANY

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THE IDEAL VECTO HEATER IS TRULY ONE OF THE MOST IMPORTANT ACCOMPLISHMENTS OF MODERN SCIENCE. IT IS A UNION OF BEAUTY AND EFFICIENCY. BRINGING COMFORT AND CHEER TO THE ROOM IN WHICH IT IS PLACED, IT MAINTAINS A STEADY FLOW OF WARMTH THROUGHOUT THE HOME, CONSUMING, HOWEVER, NO MORE COAL OR WOOD THAN IS ORDINARILY USED TO HEAT ONE ROOM.



For Solid Comfort, Health, and the Utmost in Economy

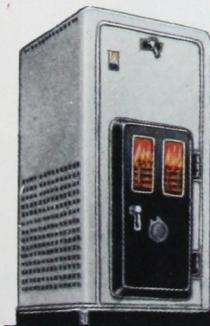
DO you want your little home to be a place of cheer and comfort? Clean to live in, safe and healthful for the children? Do you want it to be snug and warm in every nook and corner, and at the same time have the pleasure of knowing that you are actually saving money on your coal bills?

It is all within your reach.

A compact, self-contained, beautiful heating unit has been perfected which warms, not one room, but a whole home—and yet consumes only as much coal, or less, than is now used by old-fashioned methods to heat one room! This is the Ideal Vecto Heater.

Its warmth is clean and healthful. It requires no basement for installation; it is an ornament in any room. For more or less heat, you need but turn a handle. Compact and self-contained, it may be moved like furniture. It burns either coal or wood, and will serve you faithfully and efficiently during your lifetime. The price of the Ideal Vecto Heater is very low;

and you can enjoy its warmth and comfort while it is helping to pay for itself by its economy in fuel consumption. This truly wonderful Heater has been developed in our Institute of Thermal Research, the largest heating laboratory in the world.



Warms the Entire Home for the Usual Cost of Heating One Room

THE following pages explain, briefly, the many special features of the Ideal Vecto Heater. In reading the story, remember that this remarkable product has been designed especially to serve the heating needs of smaller dwellings up to eight thousand cubic feet. It is not equal to the well-known Ideal Arcola Heater with American Radiators—the perfect boiler-radiator heating system, but it is absolutely the nearest approach to the perfection of the Ideal Arcola Heater that modern science has been able to develop without the actual use of radiators.

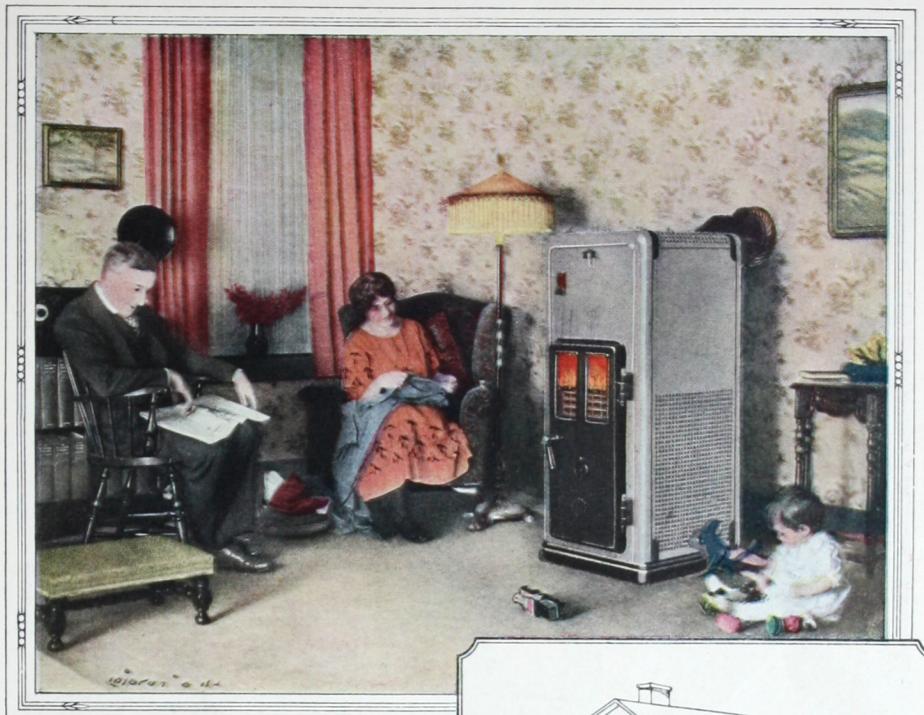
The Old Way In principle and in construction, the Ideal Vecto and the New Heater is altogether different from old-fashioned heating devices. It is a scientific application of nature's way of spreading warmth. That is why it is so almost unbelievably efficient as to warm an entire small home while consuming only the same amount of fuel, or less, than is ordinarily used to heat one room.

In old-fashioned methods, the fire sends out its heat by radiation. Around the fire it is intensely hot; but near the walls and in the other rooms it may be cold and draughty. The heat is uncontrolled. Coal is wasted, comfort sacrificed and health endangered.

Comfort in Every Room The operation of the Ideal Vecto Heater is based on the natural law of gravitation. Air is drawn in at the base, and brought into contact with a very extensive, scientifically designed heating surface; being warmed, it flows upward and outward, carrying its warmth to every corner of the home.

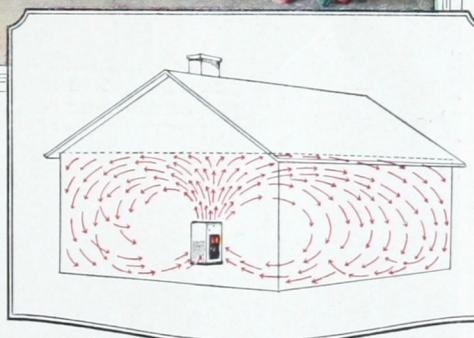
The process is continuous. A gentle suffusion of even, comfortable warmth fills every room. Think of what this means for your convenience and for the health and comfort of the children. Now they can go to sleep in health-





THE IDEAL VECTO HEATER WARMS LARGE VOLUMES OF AIR AT MODERATE, CONTROLLED TEMPERATURES, PRESERVING ITS HEALTHFUL QUALITIES. IT CIRCULATES THE WARMED AIR THROUGH THE HOME SIX TO TEN TIMES AN HOUR, THUS VENTILATING AS IT WARMS

fully and comfortably warmed bedrooms. Yet your coal bills do not increase one cent!



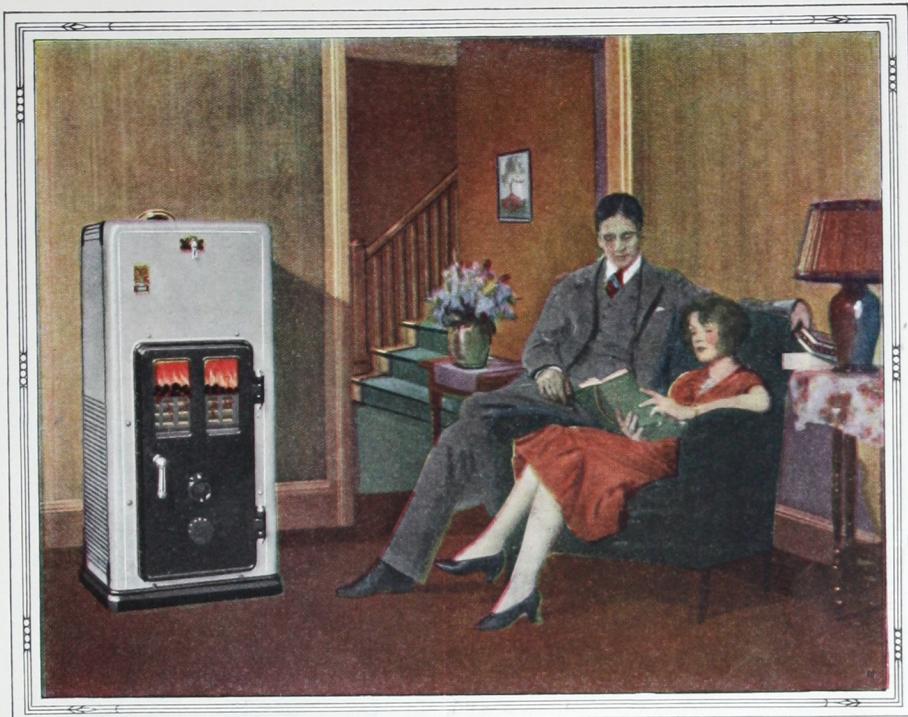
INTERNAL VIEW SHOWING THE EXTENSIVE AND SCIENTIFICALLY DESIGNED HEATING SURFACE OF THE IDEAL VECTO HEATER

Clean and Healthful Warmth The great secret of the Ideal Vecto Heater lies in its extraordinarily large and scientifically designed heating surface, the temperature of which is controlled by the simple turning of a handle conveniently placed in the front of the Heater.

Large volumes of air are continuously warmed and circulated at moderate temperatures. The vital qualities of the air in the home are not burned out, but are preserved. Ideal Vecto warmth is not only more economical, it is far more comfortable and healthful.



SMALL, COMPACT, SELF-CONTAINED, ARTISTICALLY FINISHED IN EACH DETAIL, THE IDEAL VECTO HEATER IS A DECORATIVE ORNAMENT IN ANY LIVING ROOM. IT IS CLEAN AND SAFE IN OPERATION, AND IS BUILT TO RETAIN ITS BEAUTY AND SERVE EFFICIENTLY AS LONG AS THE HOME LASTS



Its Cheerful Glow Invites You The Ideal Vecto Heater has been designed at our Institute of Thermal Research—the largest heating laboratory in the world. A masterpiece of engineering genius, it is as beautiful to look upon as it is efficient in operation.

You may place it in any living room. To that room it will bring the cheer of an open fire, for its fire-lights shine clearly through the window glow-panels in front. These glow-panels are made of a chemically prepared glass mixture that does not flake or break under fire temperatures. The cover of the Vecto Heater is sheet steel, finished with a highly lustrous gray enamel—as bright as the glow of china. This finish is vitreous enamel, baked on at a very high temperature, so that it will not be affected by heat. The beauty of the Ideal Vecto Heater is practically everlasting; and it harmonizes perfectly with any interior.

Saves Trips to the Cellar Like a fine article of furniture the Vecto Heater decorates the living room. And in uniting beauty and usefulness in such high degree, it eliminates the expense of cellar construction—which in itself may run into hundreds of dollars—and saves both time and steps.



A Turn of the Handle Gives Just The Warmth You Want

WITH the Ideal Vecto Heater you have no more tedious watching over the fire. No stooping to adjust the damper, none of the care and trouble connected with old-fashioned methods.

For more heat, or less, you need only turn the control handle conveniently placed in the front. This handle works on a graduated dial, as illustrated. So simple it is that a child could perfectly and safely operate it.

How It Works When the Control Handle is turned for any desired heat output, the movement is transferred to the draft damper at the rear base. Just the right amount of air is admitted to the fire to keep it at the required rate of combustion. No more fuel is burned than is necessary to maintain your home in solid comfort at all times.



FRONT VIEW WITH LOCK-SAFE
DOOR OPEN

or wasteful manner. Children may play about the Ideal Vecto Heater with perfect safety, and the housewife may do her shopping at leisure, knowing that when she returns she will find her home cozily and healthfully warm, just as she would like it.

Pays for Itself by Its Fuel Saving

Vecto Heater insures perfectly controlled combustion. Every possible heat unit in its fuel supply is made available, at controlled rates, for heating service. This feature, united with the extensive, scientific design of the heating surface, accounts for the great efficiency of the Vecto. It will do the work of several old-fashioned heaters combined, and will save its cost many times over by its economy in fuel consumption.

It would be impossible to evaluate its service in terms of better health, genuine comfort, and convenience. This is one investment that will pay good interest throughout your life.

Clean in Operation— The construction **Safe for Children** of this marvelous invention is absolutely unique. Its inside is cast in one single, seamless piece—a high accomplishment in the foundry art. There are no joints or crevices whatever through which any gas or dust might escape into the home, or through which excess air might leak into the heater.

Note the large front door—the Lock-Safe Fire Door—another special feature. When this door is closed, the fire is effectively sealed. It is impossible, then, to force it in any unsafe

Because of its one-piece, seamless construction and special regulating device, the Ideal Vecto



INTERNAL REAR VIEW SHOWING
DRAFT REGULATING MECHANISM



REAR VIEW SHOWING SMOKE-HOOD ATTACHED

You Can Take It Along When You Move

ONE advantage of the Ideal Vecto Heater which must not be overlooked, is its compact design and its portability. It can be moved like furniture. No matter where you go, you can always be sure of having warmth and comfort in your home.

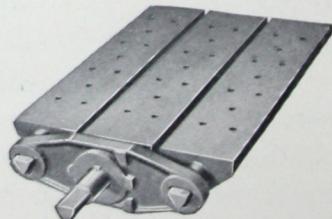
Completely Equipped To install the Vecto Quickly Installed Heater requires no ripping up of flooring, no special piping whatever. It is a self-contained unit. The rear smokehood with damper control is provided as a regular part of the equipment, and need only be connected to a chimney. This is accomplished in a few minutes. The fire may then be lighted, and soon the rooms in your home will be snug and comfortably warm. The Ideal Vecto Heater will ever be a protector of the health and comfort of each member of your family.

Burns Hard Coal, Soft Coal, Coke or Wood The question of availability of fuel supply need never disturb you. The Ideal Vecto Heater will burn hard coal, soft coal, coke or wood.

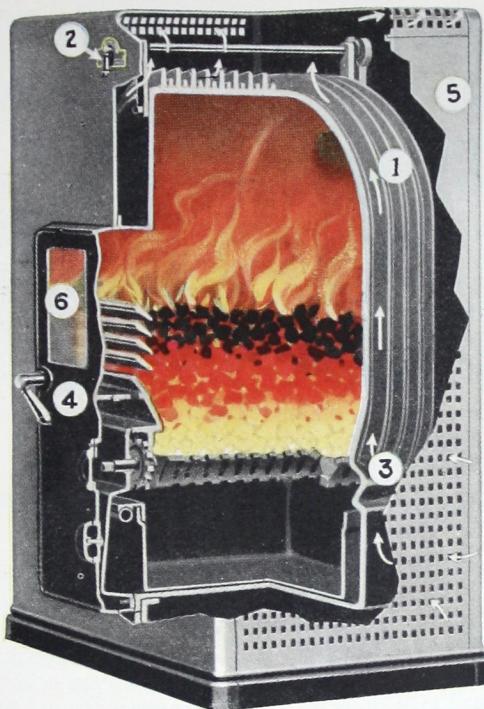
A special wood-burning grate has been designed for those who use this type of fuel primarily. This grate is illustrated. Note its sturdy construction and well-spaced perforations. Only a limited amount of air is allowed to pass through, for wood in itself contains much oxygen. Combustion is controlled, therefore, at any rate desired, and the hot embers are prevented from dropping through. Less wood and less attention are required.



COAL-BURNING GRATE



SPECIAL WOOD-BURNING GRATE



EACH DETAIL IN THE DESIGN AND CONSTRUCTION OF THE IDEAL VECTO HEATER IS CAREFULLY CALCULATED TO INSURE ALWAYS THE VERY BEST OPERATING ECONOMY WITH THE MINIMUM OF ATTENTION ON YOUR PART

Six Special and Exclusive Features of Design and Construction

1—Scientifically Designed Heating Surface

Note how the body is cast with high projecting fins, giving an unusually large heating surface for the volume of space occupied. There are many more square feet of heating surface in the Vecto Heater than in any other known heating apparatus occupying even approximately a similar amount of space. Large volumes of air are warmed at moderate temperatures, and the vital, healthful qualities of the air are preserved.

2—Heat Control Handle

For more or less heat this handle need only be turned on the graduated dial. The Vecto Heater responds quickly with the desired flow of warmth. No bending or fussing with a damper.

3—Gas-tight, Dust-proof Construction

The entire body is cast in one seamless piece. Excess air cannot filter inward, nor can dust

or gas escape into the home. Cleanliness of operation is insured.

4—Lock-Safe Door

This novel feature seals the fire tightly in front and makes it impossible to force it in any unsafe or wasteful manner. Its contact facing is especially machine-ground, virtually as smooth as marble.

5—Beautiful Enamel Finish

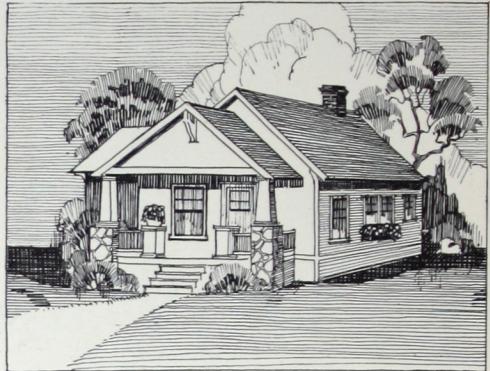
The finish is gray, vitreous enamel, baked on at high temperature. It glows like polished china, and its beauty is practically everlasting. The Ideal Vecto Heater harmonizes with any interior. It is truly a decorative ornament in any room.

6—Window Glow-Panels

Made of a special, chemically prepared mixture, the glow-panels allow the fire-lights to shine clearly through, giving the cheer of an open fire. They do not flake, and resist all fire temperatures.

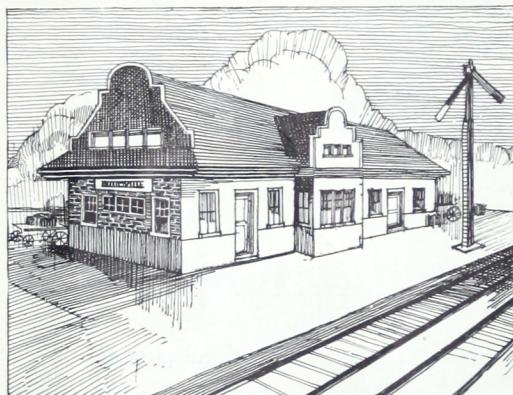


For the Small Home



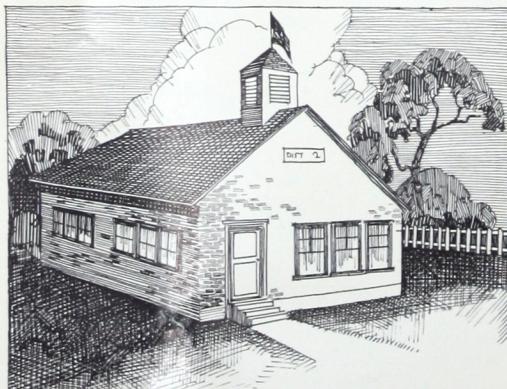
The Bungalow

Serves the Heating Needs of Homes and Many Other Places

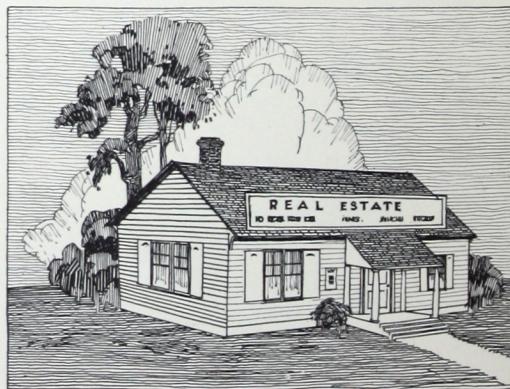


For Small Railroad Stations, Switch Towers and Comfort Stations

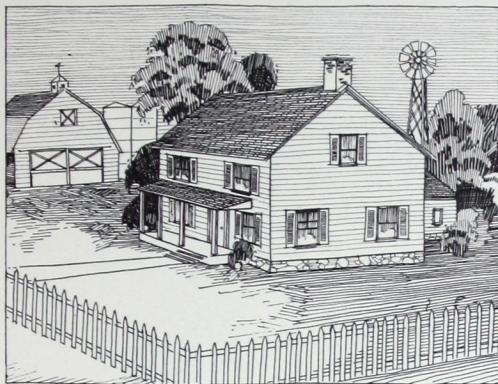
REQUIRING no basement for installation; easily and inexpensively installed; compact and self-contained; fool-proof in construction; quickly responding to heating needs; clean and safe in operation; beautiful in appearance and permanently so; very simple to run; portable, like an article of furniture; saving its cost many times over by its great fuel economy, and very low in price—to state these points of advantage is to give the special reasons why the Ideal Vecto Heater is ideally adapted to serve the heating needs of bungalows, stores, garages, small schools, dentists' and doctors' offices, real estate offices, etc., railroad stations, shops, farm cottages and detached buildings of all kinds.



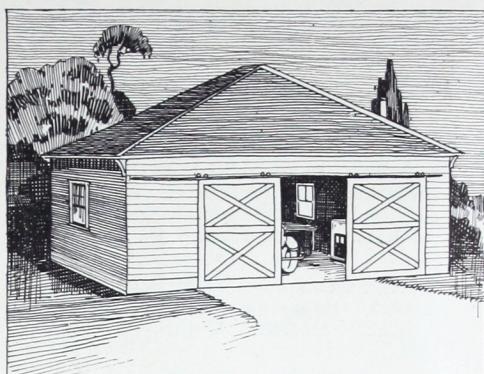
For Small Schools and Club Houses



Real Estate Offices



Farm Cottages and Detached Buildings

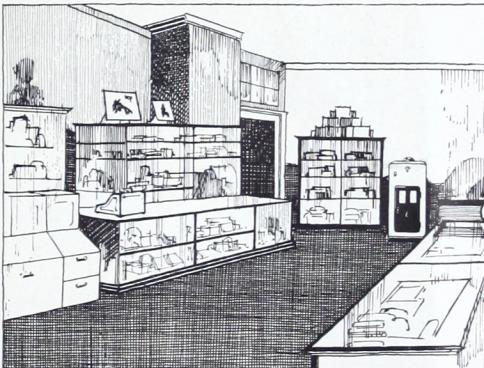
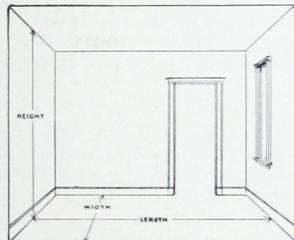


The Small Garage

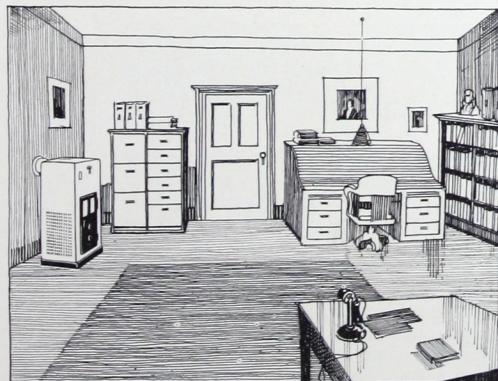
How to Measure the Heating Capacity of Your Home

START with any room. Measure the number of feet in its length, width and height and multiply the figures. The result is the cubic foot capacity of the room. For instance, a room twelve feet long, ten feet wide and ten feet high is twelve hundred cubic feet. Do this for each room and add the results.

If your home does not exceed 8,000 cu. ft., you will find the Ideal Vecto Heater an ideal answer to your heating needs.



For Small Stores and Shops



For Lawyers', Doctors' and Dentists' Offices



For Small Churches and Meeting Halls

EXCERPTS FROM TESTIMONIALS

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I put thermometers in corners of each of the seven rooms on both floors and found it is practically as warm all over the house as in the corner near the heater. This shows the air circulation is all you claim for the Vecto.—RICHARD LEHM, Hornell, N. Y.

* * *

When we can wake up in the morning and find the thermometer registering 70° you can understand that we are thoroughly delighted with our heater and would not give it up for the world.—MRS. H. A. ROBERTS, Hornell, N. Y.

* * *

From the very day we got our Vecto Heater we have known such pleasure as we never had before. All these eight rooms are the same heat and we burn two tons of coal for the year and in the old stove we burned six tons and only three rooms could we get warm.—HELEN MAZUR, Buffalo, N. Y.

* * *

For a cellarless building or in fact any kind of small building where radiator heating is not used, I would recommend the Vecto Heater as the very best heater of its type on the market today.—BENJAMIN MEYERS, Brooklyn, N. Y.

* * *

It is a customary thing to fire the Vecto on Saturday afternoon and let it run without attention until the following Monday morning.—W. R. FORD COMPANY, Jersey City, N. J.

* * *

Since we got the Vecto Heater we have been more comfortable than ever before. The thermometer has registered 70° and more in the coldest weather.—I. H. WEAVER, Plainfield, N. J.

* * *

It gives me pleasure to recommend your Heater. As one who has operated a pipeless furnace in the same house, I can appreciate the superiority of this Vecto Heater. It burns half the coal I burned in the furnace.—MRS. J. F. NICHOLS, Hornell, N. Y.

* * *

After having used the Vecto Heater the past winter permit me to say that we find it satisfactory in every way. It is economical, distributes the heat to all parts of the home, is an ornament, easy to control and in a word the best heater we have ever used.—C. WARREN PETTIT, Hornell, N. Y.

* * *

Our Vecto Heater keeps six rooms all warm and nice, even in the early morning.—VALENTINE SLIRA, Buffalo, N. Y.

* * *

I have found the Vecto Heater reduces care and attention to the vanishing point.—JAY BEGTHUP, Jersey City, N. J.

I had one of your Ideal Vecto Heaters installed in my home last fall and am very much pleased with it. Have been able to keep the house at an even temperature all winter, and haven't used any more coal than one would use in an ordinary coal stove heating only part of the house.—BLANCHE E. SMITH, Hornell, N. Y.

* * *

What a contrast the Vecto is to the old-fashioned way! This is so clean and good looking, and it is so very easy to regulate the draft and keep just the right heat.—M. E. WARD, Hornell, N. Y.

* * *

It gives me much pleasure to recommend the Vecto Heater. We have used two of them and find them exceptionally fine heaters.—C. T. ALVERSON, Rochester, N. Y.

* * *

My Vecto Heater has heated my six-room house through the severest weather, keeping the upstairs rooms comfortably warm. I find the Vecto Heater burns less coal than my old stove.—LAURA OEPELBACHER, Buffalo, N. Y.

* * *

The Vecto Heater is giving me complete satisfaction, and has done all that could be asked. It heats the house upstairs and down on two pails of coal every twenty-four hours.—ANTHONY ST. GEORGE, Buffalo, N. Y.

* * *

The Vecto Heater heats the corners of the rooms thoroughly. We can now be comfortable anywhere, and we find it costs less to run than an ordinary coal stove.—SEATON McLENNAN, Newark, N. J.

* * *

It burns very little coal, not more than the old stove, yet the Vecto Heater heats the whole house, upstairs just as well as downstairs.—M. LOCASCIO, Bayshore, L. I.

* * *

It is really wonderful to be so warm and comfortable all day and in every part of the house. The Vecto Heater has given us all the heat we could want.—MRS. ALFRED I. MACCOWN, Mountain View, N. J.

* * *

My experience with the Vecto Heater has been that it is far ahead of a stove, for it heats a house instead of one room and uses about the same amount of coal to do it.—PATRICK NAUGHTON, Buffalo, N. Y.

* * *

We watched the coal supply carefully and know the Vecto Heater needed only three or a trifle more tons of coal for the entire season. This is less than we used in a stove which could heat only one room in the coldest weather.—CLARA POWERS, Hornell, N. Y.

We never spent our money more wisely than when we bought a Vecto Heater to use in our store.—MARY McCCLAREN, Valley Stream, L. I.

* * *

Not until we paid for a Vecto Heater did we know how warm a house could be even on the coldest days. Now we can sit anywhere.—M. CESARZ, Buffalo, N. Y.

* * *

I am glad to recommend the Vecto Heater because it has kept us very comfortable during a most severe winter. We burn gas in the heater and thus find it is perfectly clean and no trouble to care for.—ARTHUR EHRLICH, Buffalo, N. Y.

* * *

I can run our Vecto Heater from six in the evening until nine or ten o'clock in the morning on one bucket of coal. And all this time the house which has six rooms is very warm and comfortable.—S. SODOWSKI, Buffalo, N. Y.

* * *

I like your Vecto Heater, it has solved my heating problems. It is just as warm in the far corners away from the heater as right next to it.—F. SCHMIDT, Buffalo, N. Y.

* * *

Since we bought the Vecto Heater our home is warm and dry and we would seem lost without it. Every room is the same temperature.—L. KARNHOLZ, Buffalo, N. Y.

* * *

The Vecto Heater in my garage has given complete satisfaction. Despite severe winter weather the heater has maintained an even temperature of 70°.—FRED W. TICHENOR, Hillside, N. J.

* * *

I am heating eight rooms, four downstairs and four upstairs. It is not only a wonderful heater but an ornament in the room.—WM. H. MORRIS, W. Long Branch, N. J.

* * *

I consider the amount of coal the Vecto Heater burns very reasonable. It will run twelve hours or more without needing coal.—JOSEPH VAN NOTE, Whitesville, N. J.

* * *

I have a Vecto Heater in my store which is more than 8,000 cubic feet. We have been entirely comfortable this year, even in the coldest weather.—FRED. GERMAIN, JR., East Orange, N. J.

* * *

I like the Vecto Heater so much and it does such good work, I am going to get another.—LEON SENTENAE, Mountain View, N. J.

* * *

I must say that I have had perfect satisfaction with Vecto Heater, because it has done better than I ever expected. Have only used two tons of nut coal, keeping an average temperature of about 70 degrees, heating three living rooms downstairs and three bedrooms and bathroom upstairs.—JOHN B. BROADLEY, Lackawanna, N. Y.

The Vecto Heater is so clean and polished that it is quite an ornament, and people often say how nice it looks. It is the easiest thing in the house to keep clean.—THOMAS J. MCGRATH, Central Park, L. I.

* * *

We were very comfortable in every room on just this one fire in this Vecto Heater. I would never go back to the old way again.—JOHN BAETIRICK, Buffalo, N. Y.

* * *

The Vecto Heater burns only half as much coal as the kitchen stove and yet every room of my two-floor house is very warm. I would not give up my heater for the finest furnace.—FREDERICK BEHR, Jamaica, L. I.

* * *

In caring for the Vecto Heater I find it needs only two pails of coal in twenty-four hours. It is the finest heater of its kind I know of.—F. L. NANCARROW, South Orange, N. J.

* * *

The Vecto Heater is a splendid heater for small homes and does away with a lot of work. Our house has seven rooms and the Heater is just right for it.—JOHN GRADY, Bellmore, L. I.

* * *

We have a Vecto Heater in our rented home. It burns very little coal and heats all the rooms in our house.—MRS. EUGENE SACCO, Chatham, N. J.

* * *

We like the Vecto Heater because it doesn't cost as much to run as a stove, and it heats the whole house. We wonder how we ever got along without it.—FRANK PELET, Jersey City, N. J.

* * *

The Vecto Heater has proved economical in consumption of coal, having used two and one-half tons per season. We have a two-story house in the country.—LOUIS RUTZ, Kew Gardens, N. Y.

* * *

Until this last winter we had to use two stoves. Now we have a Vecto Heater and the whole house is warm. It uses less than two scuttles of coal a day.—MARTIN FRANKS, Morris Plains, N. J.

* * *

The Vecto Heater is very easy to regulate and burns little coal, even less than the old stove which heated only two rooms and this heats the whole floor and keeps it all very nice and warm.—MARYA BARON, Buffalo, N. Y.

* * *

The Vecto Heater has performed perfectly satisfactory. I am well pleased and glad to recommend it to others.—F. R. SANDFORD, JR., South Orange, N. J.

* * *

Our Vecto Heater has given no trouble from the day we put it in. It needs to have coal put on only two times a day and it is very easy to clean and regulate the heat.—MOUNT CARMEL GUILD DAY NURSERY, Buffalo, N. Y.



THIS is the Institute of Thermal Research, the largest heating laboratory in the world, where the Ideal Vecto Heater was developed. ☺ ☺ ☺

LIST OF AMERICAN RADIATOR COMPANY BRANCH OFFICES AND SHOWROOMS



ATLANTA, Ga.	- - - - -	232 Peachtree Street	KANSAS CITY, Mo.	- - -	906 Davidson Building
BALTIMORE, Md.	- -	1308 Lexington Building	MILWAUKEE, Wis.	- - -	1801 St. Paul Avenue
BOSTON, MASS.	- - - - -	129 Federal Street	NEW YORK, N. Y.	- - -	40 West 40th Street
BUFFALO, N. Y.	- - -	414 Jackson Building	OMAHA, NEB.	- - - -	413 South 10th Street
CHICAGO, ILL.	- -	816 South Michigan Avenue	PHILADELPHIA, PA.	- -	25th & Reed Streets
CINCINNATI, OHIO	- -	710-712 Gwynne Building	PITTSBURGH, PA.	- - -	337-339 Second Avenue
CLEVELAND, OHIO	- - -	509 Hanna Building	ST. LOUIS, Mo.	- - - -	4201 Duncan Avenue
DENVER, COLO.	- - -	24th and Blake Streets	ST. PAUL, MINN.	-	Prior and Minnehaha Aves.
DETROIT, MICH.	Broadway & E. Grand River Ave.		SAN FRANCISCO, CALIF.	2nd & Townsend Streets	
INDIANAPOLIS, IND.	- -	900 North Senate Ave.	SEATTLE, WASH.	- -	Utah & Holgate Streets
WASHINGTON, D. C.	-			- -	1308 H Street, N. W.

